

PLYMOUTH'S ON THE MOVE...





Plymouth 63 is a new car from Chrysler Corporation. It's a new car for you to think of owning. It's long, big, strong, quick, and put together with exacting care. It verifies the new concern for building better Plymouths. It will run long, run strong, and serve you well. These are the essential qualities implicit in Plymouth's on the move. Qualities that make a first-rate automobile.

To begin with, Plymouth 63 is meant to thrill you on sight. From the sculptured character line running the entire length of the car, to the clean, uncomplicated surfaces, to the crisp new roofline, Plymouth 63 is in shape for road or wind or eye. Underneath, it's a fort. A Unitized Body gives the car a stronger, more efficient superstructure than most other cars in its price class.



An awful lot of our time was spent inside Plymouth 63. It's large in there, with room for heads, shoulders, and shenanigans. That gorgeous-looking seat fabric above is standard dress for the Fury. It's made of 100% nylon warp, which our interiors man will tell you is tough as a trampoline and practically stainproof. What's your favorite color? There are 29 different interior trim codes!

Performance is what happens when you turn the motor on. Turning on Plymouth 63 is like flipping on a light switch: what's supposed to happen happens immediately. For beneath the paint lies a lust for ignition that reveals itself in a minute. Plymouth 63 has inherited its alertness. It moves by the same engine-transmission package that walloped Ford and Chevrolet



in a performance “showdown” a year ago. A “showdown” that included a fuel economy test. Plymouth won it by over 3 m.p.g. And this year’s Proving Grounds Report gives Plymouth 63 a “continued sizeable fuel economy advantage over competitive makes.” We call it a good car skilled in performance. We mean economical performance. It has to be the very best kind.

There are 26 models of Plymouth 63 from thrift sedans to airy convertibles to mammoth station wagons that work and party with equal skill. And there’s the duke, the Sport Fury above. (It’s the most expensive model of Plymouth 63 you can buy. You get your money’s worth.) See your Plymouth Dealer and drive Plymouth 63 soon. All you have to lose are the cars behind you.

AMERICA'S FIRST FIVE-YEAR OR 50,000-MILE WARRANTY*

Talking about quality is one thing. Backing it up is another. With the announcement of America's first five-year or 50,000-mile warranty, Chrysler Corporation has expressed the ultimate confidence in product quality. That gets us to what Plymouth's on the move is all about—a new concern for building better Plymouths. Better looking. Better running. Better lasting. The new warranty puts it in writing.

*Your Authorized Plymouth-Valiant Dealer's Warranty against defects in material and workmanship on 1963 cars has been expanded to include parts replacement or repair for 5 years or 50,000 miles, whichever comes first, on the engine block, head and internal parts; transmission case and internal parts (excluding manual clutch); torque converter, drive shaft, universal joints (excluding dust cover), rear axle and differential, and rear wheel bearings, provided the vehicle has been serviced at reasonable intervals according to the Plymouth-Valiant Certified Car Care schedules. Factory-approved remanufactured parts may be used for replacement.

THANK YOU FOR VISITING OUR DISPLAY

Now may we invite you to drive this great new car one day soon at your Plymouth-Valiant Dealer's showroom. Looking at it is exciting. Reading about its many advantages in this folder is informative. But only behind the wheel do you really begin to understand what a truly exceptional automobile this quality-engineered product of Chrysler Corporation is. So, before you select any 1963 automobile, come do yourself the favor of driving this one. Once you have, you'll see why we say . . . **PLYMOUTH'S ON THE MOVE.**